Saskatchewan
Tourism and
Small Business

SASKATCHEWAN RESIDENT TRAVEL SURVEY

July - September, 1983

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INTRODUCTION

Background and Purpose

In fiscal year 1983-1984, the Saskatchewan Department of Tourism and Small Business and the Federal Department of Industry, Trade and Commerce and Regional Economic Expansion undertook a number of planning activities under the Canada-Saskatchewan Planning Agreement. The program involves the development of a comprehensive tourism strategy for the province. Historically, Saskatchewan residents have accounted for over three quarters of tourism activity within the province. Both the provincial and federal governments are interested in developing a tourism plan which facilitate expansion of the resident market. In accordance with this overall objective, the Saskatchewan Department of Tourism and Small Business identified a requirement for a study of Saskatchewan resident travel.

In order to obtain a data base on resident travel which would be of maximum benefit for planning purposes, the research would provide data on a full twelve months of resident travel. The sample size would be sufficiently large to regionally representative. In the event, timing and financial constraints limited the data to a period of four months, June through September 1983 and a sample size of approximately 1,000 completed interviews for the entire province.

The content of the survey conducted by Canadian Facts in September and October, 1983 includes:

- Recall of all trips of 50 miles (80 k.) or more during a three month period preceding the interview;

- Characteristics of trips inside and outside Saskatchewan including main destination, duration, length, purpose, types of acommodation and expenditures by category;

- Activity participation during trips;

- Residents' comparison of Saskatchewan with other vacation destinations for specific attributes;

- The importance to residents of specific types of activities, facilities and attractions in selecting vacation destinations;

- Socio-economic characteristics of Saskatchewan residents in relation to trip taking behaviour;

At the request of the Department, the analysis of the survey detailed in this report focuses on activity in the third quarter. The results are presented primarily at the provincial level. Given the sample size limitation noted above, results based on smaller cell sizes should be interpreted with caution. Variance estimates of sampling error for key statistics are included in the Technical Appendix.

Methodology

Given the information requirements and the budgetary resources available for the study, the interviewing was conducted by telephone. All interviews were conducted under supervision from Canadian Facts permanent CLT (Central Location Telephone) interviewing facilities in Saskatoon and Regina. The interviewing period for the first (September) sample was from September 29, 1983 to October 18, 1983 and for the second (October) sample from October 17, 1983 to November 1, 1983.

Sample Distribution

Each replicate was distributed proportionately across the seven travel regions. Where appropriate within each travel region, the sample was stratified by urban and rural subgroups. The following table shows the distribution of the Saskatchewan population according to the 1981 Census and the distributions of the final September and October samples of completed interviews.

	Census 1981	September		October	
	%	(539)	%	(489)	%
Region 1 (Southwestern)	15	76	14.1	72	14.7
Region 2 (Southeastern)	14	88	16.3	78	16.0
Region 3 (West Central)	13	67	12.4	62	12.7
Region 4 (East Central)	21	113	21.0	100	20.4
Region 5 (Saskatoon)	17	89	16.5	96	19.6
Region 6 (Regina)	17	95	17.6	74	15.1
Northern	3	11	2.0	7	1.4
	100%				

The Sample Design

Replicated samples of telephone listings were selected for Saskatoon and Regina (Travel Regions 5 and 6). These were selected using a random digit telephone directory sample design. This procedure was chosen in order to allow unlisted numbers and new listings a chance to be included. For all other areas (Travel Regions 1, 2, 3, 4 and 7), telephone numbers were selected at random from telephone directories. Four replicated samples of 500 telephone listings were selected for each of the two sample periods.

Up to five attempts were made to reach each telephone number listed and to obtain an interview with the designated respondent. From a listing of all individuals in the household, 15 years of age or over, one was selected at random.

The results of the sample allocation are detailed in the Technical Appendix.

Estimation and Weighting Procedures

The estimating and weighting procedures for this study are exceedingly complex. The weighting is conducted in stages involving weighting of each of the September and October samples for:

Household Weights	-	Household size
	-	Travel region
Person Weights	-	Household selection
	-	Age within Sex

Projections are required for a number of estimates including person trips, person nights, expenditures and persons 15 years of age and over. The estimating model used is described in the Technical Appendix.

Results

The results of the survey are presented

Saskatchewan Resident Travel

July - September 1983

March, 1984

Canadian Facts

I

GENERAL SUMMARY

A. OVERVIEW - TOTAL TRIPS

1. Total Trips - All Main Destinations

In the third quarter of 1983, Saskatchewan residents made an estimated 2,386,000 person trips to all main destinations. The majority (74.5%) of these were to destinations within the province estimated at 1,779,000 trips. The remaining 25.5% of person-trips were concentrated in other Canadian destinations. Other provinces received 507,000 or 21.2% of all person trips by Saskatchewan residents in July through September, 1983. Some 93,000 person trips (3.9% of total) were to the United States and an estimated 7,000 to other countries.

Total Person Trips (Thousands)	2,386	
	#	%
Main Destination		
Saskatchewan	1,779	74.5
Other Canada	507	21.2
United States	93	3.9
All other	7	.3
		100.0

2. Main Destinations Ex Saskatchewan

Alberta is the single largest competitive destination to Saskatchewan. Just under one-half (43.6%) of all trips outside the province are to Alberta which received an estimated 265,000 person trips from Saskatchewan residents in the third quarter of 1983. Manitoba and British Columbia are second and third with 17.0 and 14.9 respectively of total person trips ex Saskatchewan.

Total Person Trips To Main Destinations Ex Saskatchewan (Thousands) 607

Main Destination		#		%	
Total Canada	507		83.5		
Alberta		265		43.6	*
Manitoba		103		17.0	
B.C.		91		14.9	
Ontario and Quebec		38		6.2	
Atlantic		9		1.4	
YT/NWT		3		0.4	
Outside Canada	100		16.5		
United States		93		15.3	
All other		7		1.2	
				100.0	

* Adds to less than 84.0 due to 0.1% Not Stated

3. Total Trips - Origin

The following table compares the distribution of total person trips generated by each region compared with the distribution of the total population.

Within the third quarter, Regions 3 and 5 contribute more, and Regions 1, 2 and 6 fewer person trips relative to the proportional representation of the population in these areas. The proportions of total person trips generated from Regions 4 and 7 are nearly equal to their representation in the total population of the province.

	Total Population (Thousands)	Total Person Trips (Thousands)	
	9,683	2,386	
Origin	%	#	%
Region 1 (Southwestern)	15	273	11.4
2 (Southeastern)	14	239	10.0
3 (West Central)	13	468	19.6
4 (East Central)	21	465	19.5
5 (Saskatoon)	17	516	21.6
6 (Regina)	17	325	13.7
7 (Northern)	3	100	4.2
	100.0		100.0

4. Trip Duration

During the third quarter of 1983, an estimated 15.3% of total person trips by Saskatchewan residents were completed within one day. The majority, 1,920,000 or 84.5%, involved one or more nights away from home. As might be expected, the average number of nights for trips ending in Saskatchewan (2.76) is much lower than for those to main destinations outside the province (7.60).

Person Trips To All Main Destinations (Thousands)	Total 2,386		In Saskatchewan 1,779		Outside Saskatchewan 607	
	#	%	#	%	#	%
Duration						
Same day	366	15.3	340	19.1	25	4.2
One or more nights	1,920	84.7	1,439	80.9	582	95.8
Average Number of Nights	4.02		2.76		7.60	

5. Main Purpose

Each trip was classified by main purpose, that is, the main reason for undertaking the trip. As might be anticipated, pleasure is the main reason for travel during the period July - September accounting for 53.0% of total person trips. Another 27.2% of trips are undertaken in order to visit friends and relatives, 11.0% for business reasons and 8.8% for all other purposes. The distribution of purpose for trips ending in the province is almost identical to that for total trips. When the main destination is outside Saskatchewan, the proportion of person-trips to visit friends and relatives increases to 35.5% of total while trips for business and other reasons decline to 9.3% and 3.9% respectively.

Person Trips To All Main Destinations (Thousands)	Total 2,386		In Saskatchewan 1,779		Outside Saskatchewan 607	
	#	%	#	%	#	%
Main Purpose						
Pleasure	1,264	53.0	952	53.5	312	51.3
VFR	649	27.2	434	24.4	215	35.5
Business	264	11.0	207	11.7	57	9.3
Other	209	8.8	186	10.4	24	3.9
		100.0		100.0		100.0

6. Distance Travelled

About two-thirds (66.6%) of all trips were to destinations of under 200 miles. For trips within Saskatchewan, this proportion increases to 81.7%. The situation is reversed for trips to destinations outside the province of which 76.6% of trips are to main destinations of more than 200 miles away from home.

Person Trips To All Main Destinations	Total		In Saskatchewan		Outside Saskatchewan	
	2,386		1,779		607	
	#	%	#	%	#	%
Distance To Main Destination (Miles)						
50 - 99	710	29.8	681	38.3	29	4.8
100 - 199	877	36.8	772	43.4	105	17.3
200 - 499	478	20.0	296	16.6	182	30.0
500 - 999	175	7.3	25	1.4	150	24.8
1,000 - 1,400	50	2.1	-	-	50	8.2
Over 1,400	83	3.5	-	-	83	13.6
Not Stated	11	0.5	4	0.2	7	1.3
		100.0		100.0		100.0

7. Party Size

There is relatively little difference in the party size of trips inside and outside the province during the third quarter. As might be expected, during this time of year, younger children, those under 15 years of age, are equally represented in both types of trips.

Person Trips To All Destinations	Total		In Saskatchewan		Outside Saskatchewan	
	2,386		1,779		607	
	#	%	#	%	#	%
No of Persons In Party						
One	367	15.4	241	13.5	126	20.8
Two	566	23.7	429	24.1	137	22.5
Three	280	11.7	215	12.1	65	10.8
Four	584	24.5	477	26.8	106	17.5
Five	360	15.1	257	14.5	103	16.9
Six - Eight	230	9.6	160	9.0	70	11.5
		100.0		100.0		100.0
Average Number	3.32		3.33		3.31	
- Under 15 Years	1.36		1.36		1.37	
- 15 and over	1.96		1.97		1.94	

8. Main Mode

Automobile and related motor transport is the only significant mode of travel by Saskatchewan residents for summer travel, accounting for 93.7% of all person trips from the province. The use of other modes is confined almost exclusively to trips to other destinations. The proportions of trips to main destinations ex Saskatchewan by air, bus and rail are 10.5% 2.8% and 0.9% respectively.

Person Trips To All Main Destinations	Total		In Saskatchewan		Outside Saskatchewan	
(Thousands)	2,386		1,779		607	
	#	%	#	%	#	%
Main Mode						
Auto/Motor home/ Van/Camper	2,237	93.7	1,721	96.7	516	84.9
Air	65	2.7	1	0.1	64	10.5
Bus	49	2.1	32	1.8	17	2.8
Rail	6	0.2	-	-	6	.9
Other	29	1.2	25	1.4	5	.9

B. SOCIO-ECONOMIC CHARACTERISTICS OF TRAVELLERS

1. Occupation and Household Income

When the profile of persons 15 years of age and over travelling in the 3rd quarter is compared to all Saskatchewan residents, an upscale profile for the Saskatchewan traveller becomes apparent. According to our survey, 14.6% of travellers in the third quarter of 1983 were in the professional/ managerial occupation group. This compares with 12.1% of all residents and 8.1% of those not reporting any trips. Household income was above $30,000 for 29.1% of travellers in the third quarter of 1983. This compares with 25.5% of all Saskatchewan households and 19.9% of non-travellers' households. The educational level of Saskatchewan travellers is also higher than that of non-travellers.

	Total Saskatchewan Residents 15 Years Of Age And Over (Thousands)	Saskatchewan Residents Taking A Trip In 3rd Quarter 1983 (Thousands)	Saskatchewan Residents Not Taking A Trip In 3rd Quarter 1983 (Thousands)
Total	750.	458	292
	%	%	%
Household Income			
Less than $15,000	18.1	15.2	22.7
$15,000 - $19,999	12.1	12.8	10.9
$20,000 - $29,999	14.8	16.4	12.3
$30,000 - $39,999	10.1	11.9	7.4
$40,000 - $49,999	7.2	8.7	4.8
$50,000 - $59,999	2.8	2.3	3.7
$60,000 and over	5.4	6.2	4.0
Not Stated	29.5	26.5	34.2
Occupation of Residents*			
Professional	5.5	7.8	1.8
Executive/Owners/Managers	6.6	6.8	6.3
Sales	4.1	4.9	2.8
Clerical Workers	10.8	12.5	8.1
Skilled Labour	13.5	14.2	12.2
Unskilled Labour	5.2	6.0	4.0
Farmer	12.7	10.8	15.6
Homemaker Only	14.9	14.7	15.2
Pension/Retired	15.1	11.8	20.2
Unemployed	1.7	1.4	2.2
Student	9.8	8.9	11.1
Not Stated	0.2	0.2	0.3
Education			
No Formal Schooling	0.1	-	0.2
Primary Only	14.7	10.7	21.0
Some Secondary	35.2	34.7	36.0
Completed Secondary	24.2	24.6	23.5
Technical/Community College	5.7	6.0	5.4
Some University	10.2	11.2	8.5
Completed University	9.0	12.0	4.4
Not Stated	0.9	0.8	1.0

*Based on Respondents 15 years and over.

2. Age of Travellers

According to our travel survey, the age composition of travellers does not differ appreciably from the age composition of the province's population as a whole. The major exception here is that travellers are somewhat more heavily concentrated in the 25 to 44 years age range and that over one-third of those not taking a trip in the third quarter are 55 years of age and over.

	Total Saskatchewan Residents 15 Years Of Age And Over (Thousands)	Saskatchewan Residents Taking A Trip In 3rd Quarter 1983 (Thousands)	Saskatchewan Residents Not Taking A Trip In 3rd Quarter 1983 (Thousands)
Total	750.	458	292
	%	%	%
Age Distribution			
15 - 18 years	9.8	8.6	11.6
19 - 24 years	13.6	14.6	12.1
25 - 34 years	22.2	25.6	16.7
35 - 44 years	15.1	16.5	12.9
45 - 54 years	10.9	12.0	9.1
55 years and over	28.4	22.7	37.6
	100.0	100.0	100.0

In summary, Saskatchewan travellers in the third quarter of 1983 can be characterized as follows:

-- more affluent than the population in general;
-- upscale in terms of occupation (i.e. professional, executive/owner/manager) and education;
-- somewhat younger in the sense that the 25-44 age bracket is slightly more predominant, and the 55+ age bracket is less so;

C. SASKATCHEWAN TRIPS

During 1983, Saskatchewan residents made an estimated 2,386,000 person-trips. Intra-provincial trips accounted for about 1,779,000 of these.

1. Origin

Regions 3, 4, and 5 (West Central region, East Central region, and Saskatoon) account for 60.7% of total person-trips by Saskatchewan residents to all destinations, and 62.5% of person-trips to Saskatchewan destinations.

2. Day Versus Overnight Trips

Of the estimated 1,779 million person-trips by Saskatchewan residents, to destinations within the province

-- 340,000 (19.1%) were same-day trips;

--1,434,000 (80.9%) were of one or more nights' duration;

	All Trips		Overnight Trips	
Total Saskatchewan Person-Trips in Saskatchewan (000s)	1,779		1,434	
	#	%	#	%
Origin				
Region 1 (Southwestern)	230	13.0	198	13.8
Region 2 (Southeastern)	140	7.8	104	7.2
Region 3 (West Central)	344	19.3	226	15.7
Region 4 (East Central)	378	21.3	316	22.0
Region 5 (Saskatoon)	388	21.8	369	25.7
Region 6 (Regina)	216	12.1	213	14.9
Region 7 (Northern)	82	4.6	8	0.7
		100.0		100.0

3. Distance Travelled

As might be expected, the greatest number of person-trips by Saskatchewan residents were of relatively short distances beyond the qualifying distance of 50 miles. Of note, however, is the significant proportion of trips made to destinations at distances of 200-499 miles (one way) within the province.

In the third quarter of 1983, four-fifths of person-trips within the province were made to destinations of less than 200 miles. Almost all of the remainder were to destinations between 200 and 500 miles away.

Saskatchewan Person-Trips
In Saskatchewan

Distance to Main Destination	Thousands	%	Cumulative %
	1,779		
50 to 99 miles	681	38.3	38.3
100 to 199 miles	772	43.4	81.7
200 to 499 miles	296	16.6	98.3
500 to 999 miles	25	1.4	99.7
1,000 miles and over	-	-	

4. Intra-regional Travel

Of the estimated 1,779 million person-trips by Saskatchewan residents within their own province in the third quarter of 1983:

-- 413,000 (23.2%) were to destinations within the tourist area of origin;
-- 1,366,000 (76.8%) were to other regions;

According to our survey, almost all person-trips from Saskatoon and Regina are destined to other regions. Given the small geographical area of each of these regions, the very large proportion of outbound travel should not be surprising. Like Saskatoon and Regina, the northern region of the province shows virtually no intra-regional travel but the reasons for this are not likely related to geographical limitations. A fairly large proportion of person-trips generated in the West Central and East Central regions are to destinations within these areas (49.9% and 39.0% respectively). Intra-regional travel in the South-western and Southeastern areas of the province constitutes 19.1% and 29.8% respectively of total travel from these regions.

5. Trip Purpose

Trips recorded in this survey were classified according to purpose of trip, or the main reason a trip was taken. This main purpose has been applied to all household members on a given trip.

	Main Purpose of Trip	
Total Saskatchewan Person-Trips (Thousands)	1,779	
	#	%
Pleasure	952	53.5
Visiting Friends and Relatives	434	24.4
Business	207	11.7
Personal	186	10.4
		100.0

Visiting friends and relatives accounts for about one-quarter of Saskatchewan person-trips, and pleasure for about one-half. Business is the main purpose of trip for 11.7% of intra-provincial travel. This figure becomes even more significant if we take into account the small party size of business trips relative to trips for purposes of visiting friends and relatives and for pleasure.

6. Mode of Travel

Our travel survey collected information to permit classification of person-trips by mode of transportation. Mode was defined as the method by which the greatest proportion of the total trip distance was travelled.

The results indicate that the automobile is the predominant mode of travel for intra-provincial trips. Bus travel accounts for only 1.8% of total travel. No rail trips were reported.

	Mode of Travel	
Total Saskatchewan Person-Trips (Thousands)	1,779	
	#	%
Automobile	1,721	96.7
Bus	32	1.8
Rail	-	0.0
Air	1	0.1
Other	25	1.4
		100.0

7. Accommodation

Almost half of Saskatchewan person-nights in the third quarter of 1983 were spent in non-commercial accommodation (28.0% VFR; 20.0% private cottage). To a limited extent, this estimate could be overstated since some travellers who claimed to have stayed in a private cottage may have rented it from the private owner. Among the commercial accommodation facilities, camping facilities were the most widely used. They accounted for an estimated 33.4% of person-nights spent in all types of accommodation and 67.1% of person-nights spent in commercial accommodation. Hotels, motels and commercial cottages together accommodated only 16% of total person-nights spent by Saskatchewan residents travelling in their own province.

	Type of Accommodation	
Total Saskatchewan Person-Nights (Thousands)	4,983	
	#	%
Type of Accommodation		
Stay with Friends/Relatives	1,396	28.0
Private Cottage	995	20.0
Hotel	262	5.3
Motel	244	4.9
Camping	1,663	33.4
Commercial Cottage	309	6.2
Other	112	2.2
		100.0

8. Activities

Our survey of Saskatchewan travellers gathered information regarding the types of activities undertaken by trip-takers at or near the main destination. Each trip may have involved more than one activity either because different individuals on the trip were involved in different activities, or because all the individuals on the trip were engaged in more than one activity.

As shown in the following table, respondents were asked about sixteen activities. Of all these types of activities, swimming (37.7%), rural sight-seeing (32.1%), fishing (25.4%) and camping (24.2%) dominate. Outdoor activities and sports (not counting attendance at sporting events) together account for the majority of total person-trip-activities mentions.

Activities

Total Saskatchewan Person-Trips (Thousands)	1,779

	Number and Percentage of Trips Associated with Each Activity	
	#	%
Hunting	42	2.3
Fishing	452	25.4
Wilderness Canoeing	130	7.3
Hiking/Trail Riding	237	13.3
Swimming	670	37.7
Other Water Sports	295	16.6
Sailing	85	4.8
Camping	431	24.2
City Sight-seeing	348	19.6
Rural Sight-seeing	571	32.1
Industrial Tours	8	0.4
Sporting Events	245	13.8
Craft/Art Fairs	126	7.1
Festivals/Special Events	137	7.7
Historical Sights/ Museums	312	17.5
Musical Events/ Live Theatre	72	4.0
	4,161	
Average Number of Activities Per Person-Trip	2.34	

Note: Percentages add to more than 100% as person-trips can be associated with multiple activities.

The following table indicates that participation in outdoor/sporting activities were preferred by Saskatchewan's VFR and pleasure travellers taking third quarter trips in their own province in 1983. City and rural sight-seeing were the dominant activities of business travellers and ranked high in importance for VFR and pleasure travellers as well.

	Main Purpose of Trip		
	Business	VFR	Pleasure
Activities	#	#	#
Participation in Outdoor/ Sporting Activities	8	177	2,093
Attendance at Sporting Events	11	46	181
Attendance at Musical Events/ Live Theatre	5	-	61
City Sight-seeing	29	89	203
Rural Sight-seeing	26	97	431
Industrial Tours	-	-	4
Craft/Art Fairs	14	10	87
Festivals/Special Events	12	33	81
Historical Sights/Museums	8	36	257
Total Person-Trips (Thousands)	207	434	952

Note: Numbers may add to more than totals due to multiple mentions.

D. THE REGIONS

1. Overnight Trips

Trips that involve a person spending one or more nights away from home have special importance for the tourism industry. Since overnight trips have a greater probability of increased use of the facilities of the tourism industry such as accommodation, restaurants, and local attractions, they generate proportionately more revenue to a tourist region.

Journeys that are longer than a same-day trip can be defined in several ways.

	Person-Trips (Thousands)
Person-Trips (Saskatchewan Destinations)	1,779
Overnight Person-Trips (Saskatchewan Destinations)	1,434
Person-Nights (Saskatchewan Destinations)	4,983
Overnight Person-Trips (All Destinations)	2,020

A total of 1,434,000 overnight person-trips had a Saskatchewan destination. An additional 582,000 overnight person-trips were made to destinations outside the province. Some of the overnight person-trips to Saskatchewan destinations involved stays of more than one night's duration. Person-nights spent away from home but within the province during the third quarter of 1983 totalled 4,983,000.

	Person-Trips (Sask. Dest.)		Person Nights (in Sask. Dest.)	
Total (Thousands)	1,779		4,983	
	#	%	#	%
Destination				
Region 1 (Southwestern)	166	9.3	537	10.8
Region 2 (Southeastern)	178	10.0	577	11.6
Region 3 (West central)	444	24.9	1,160	23.3
Region 4 (East central)	485	27.3	1,527	30.7
Region 5 (Saskatoon)	230	12.9	398	8.0
Region 6 (Regina)	141	7.9	213	4.3
Region 7 (Northern)	90	5.1	463	9.3
		97.4		98.0

Note: The destination within the province was not identified for the remaining 2% of trips.

The tourist areas fall into two main groups:

a) Regions 4 and 7 both have a slightly higher share of person-nights than their share of person-trips. Combined, these regions account for 40% of person-nights spent by Saskatchewan residents travelling in their own province. At the same time, they constitute the destinations for only 32.4% of person-trips by these same travellers.

b) Regions 5 and 6 (Saskatoon and Regina) are destinations for a lower proportion of Saskatchewan travellers' person-nights than their person-trips. Together, these two regions account for 10.8% of person-trips, and only 12.3% of person-nights.

The other three regions show little difference between the proportions of person-trips and person-nights spent in these areas.

2. Origin and Destination of Overnight Trips

The following table shows the origin of person-nights spent in each destination. For the West Central and East Central regions, the major source of overnight travellers is the region itself. The Southeastern region also appears to be a major destination for its own travellers. Saskatoon and Regina attract very few of their own residents for overnight stays and the northern region attracts none.

The pattern illustrated in the table below of person-nights spent in each region is influenced by the population of the regions, their geographic proximity to each other, and the nature of the regions themselves. As we have noted above, the greatest single source of Saskatchewan visitors for some regions is the region itself. Exceptions to this occur in Saskatoon, and Regina, which have relatively large population bases, but whose small geographic areas mitigate against overnight visitation by regional residents. In the northern part of the province, overall low visitation is likely related to the nature of the region itself.

Number of Person-Nights in Saskatchewan
--By Origin and Destination (Thousands)

Origin	Destination Region							
	1	2	3	4	5	6	7	Total
Region 1 (Southwestern)	157	63	61	209	71	25	92	678
Region 2 (Southeastern)	7	150	26	132	28	41	22	406
Region 3 (West Central)	29	25	380	132	118	15	32	731
Region 4 (East Central)	198	35	55	386	111	93	88	966
Region 5 (Saskatoon)	53	87	583	434	7	34	195	1,393
Region 6 (Regina)	92	218	31	210	55	5	34	645
Region 7 (Northern)		-	24	25	8	-	-	57
Total	536	577	1,160	1,527	398	213	463	4,874
	%	%	%	%	%	%	%	%
Region 1 (Southwestern)	29.2	10.9	5.2	13.7	17.9	11.7	19.8	13.9
Region 2 (Southeastern)	1.4	26.0	2.3	8.6	7.1	19.3	4.7	8.3
Region 3 (West Central)	5.5	4.2	32.8	8.6	29.6	7.0	7.0	15.0
Region 4 (East Central)	36.9	6.1	4.7	25.2	27.7	43.7	19.0	19.8
Region 5 (Saskatoon)	9.9	15.1	50.2	28.4	1.9	16.0	42.0	28.6
Region 6 (Regina)	17.1	37.7	2.7	13.8	13.8	2.3	7.4	13.2
Region 7 (Northern)	0.0	0.0	2.1	1.7	2.0	0.0	0.0	1.2

Number of Person-Nights--By Origin

	Region							
	Total	1	2	3	4	5	6	7
Person-Nights (Thousands)	4,874	678	406	731	966	1,393	645	57
- Own Region	1,085	157	150	380	386	7	5	-
- Other Region (A)	3,789	521	256	351	580	1,386	640	57
% Other Region	77.7	76.8	63.0	48.0	60.0	99.5	99.2	100.0

Number of Person-Nights--By Destination

	Region							
	Total	1	2	3	4	5	6	7
Person-Nights (Thousands)	4,874	536	577	1,160	1,527	398	213	463
- By Residents	1,085	157	150	380	386	7	5	-
- By Visitors (B)	3,789	379	427	780	1,141	391	208	463
% By Visitors	77.7	70.7	74.0	67.2	74.7	98.2	97.6	100.0
Net Benefit (B - A)	-	-142	+171	+429	+561	-995	-432	+406

Destination	Net Change In Person Nights-(Thousands)	Total Person-Nights (Thousands)
Region 4 (East Central)	+561	1,527
Region 3 (West Central	+429	1,160
Region 7 (Northern)	+406	463
Region 2 (Southeastern)	+171	577
Region 1 (Southwestern)	-142	536
Region 6 (Regina)	-432	213
Region 5 (Saskatoon)	-995	398

3. Main Purpose

It was shown earlier that 53% of all Saskatchewan destination person-trips were for reasons of pleasure, 24% for visiting friends and relatives, and 12% for business. The following tables show the proportions of each of these trip purposes in the various origin and destination regions. Of particular note are:

-- the high proportion of total business travel in the West Central region (both origin and destination);
-- the high proportion of total VFR travel in the East Central region (both origin and destination);
-- the high proportion of total pleasure travel to the East Central region;

	Main Purpose of Trip			
	Business	V.F.R.	Pleasure	Other
Total Saskatchewan Person-Trips (Thousands)	207	434	952	186
Origin	%	%	%	%
Region 1 (Southwestern)	14.7	7.0	17.4	2.2
Region 2 (Southeastern)	12.2	9.6	6.4	6.6
Region 3 (West Central)	54.8	8.0	18.0	13.0
Region 4 (East Central)	8.4	31.2	19.5	21.6
Region 5 (Saskatoon)	9.3	30.1	22.3	14.3
Region 6 (Regina)	0.6	13.5	15.5	4.1
Region 7 (Northern)	0.0	0.6	0.9	38.2
	100.0	100.0	100.0	100.0

	Main Purpose of Trip *			
	Business	V.F.R.	Pleasure	Other
Total Saskatchewan Person-Trips (Thousands)	207	434	952	186
Destination	%	%	%	%
Region 1 (Southwestern)	5.1	12.5	9.0	8.4
Region 2 (Southeastern)	1.3	14.6	10.1	8.6
Region 3 (West Central)	44.5	11.9	21.7	50.3
Region 4 (East Central)	8.7	30.9	34.0	5.2
Region 5 (Saskatoon)	15.9	15.0	9.6	21.6
Region 6 (Regina)	21.2	11.1	4.5	3.4
Region 7 (Northern)	0.0	0.6	8.7	2.4
	96.7	96.6	97.6	99.9

Totals add to less than 100% because the destination within the province was not specified for 2% of trips.

4. Accommodation

As noted above, camping provided accommodation for one-third (33.4%) of person- nights spent by residents in the province. The second most widely used form of accommodation was friends and relatives (28.0%).

According to the regional breakdown of person-nights by type of accommodation, about two-thirds or more of person-nights spent in the Southeastern and Regina regions are spent in non-commercial accommodations. The majority of person-nights in the Northern regions is spent in camping accommodations. Person-nights in Saskatoon favour hotel/motel accommodation equally with accommodation with friends and relatives.

	Destination Region							
	Total	1	2	3	4	5	6	7
Person-Nights (Thousands)	4,983	537	577	1,160	1,527	398	213	463
Accommodation	%	%	%	%	%	%	%	%
Hotel	5.3	6.1	3.8	2.5	2.5	29.4	10.9	0.0
Motel	4.9	13.8	1.7	0.8	3.7	16.6	9.8	1.7
Camping	33.4	18.6	27.6	38.3	41.4	5.6	3.0	61.2
Friends and Relatives	28.0	47.0	40.9	19.4	18.1	47.5	76.3	3.1
Private Cottage	20.0	1.3	20.3	33.8	23.8	0.9	0.0	16.8
Commercial Cottage	6.2	10.6	1.7	5.2	6.9	0.0	0.0	16.7
Other	2.2	2.6	4.0	0.0	3.6	0.0	0.0	0.5
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total Non-Commercial	50.2	50.9	65.2	53.2	45.5	48.4	76.3	20.4

E. EXPENDITURE

In total, the amount of money spent on trips by Saskatchewan residents 15 years of age and over in the third quarter of 1983 was estimated to be:

- $124,266 million in Saskatchewan;

- $106,655 million in other provinces;

- $29,297 million in the U.S.A.;

- $12,932 million in other countries;

This totals an expenditure of $273,151 million by Saskatchewan travellers, of which just under one-half (45.5%) is spent in the province, just over one-third (39.1%) in other provinces, 10.7%, in the United States and the remaining 4.7% in other countries.

1. Expenditure by Type and Destination

	Expenditure in Saskatchewan ($ Thousands)					
	Total ($)		Saskatchewan Destinations		Non-Saskatchewan Destinations	
Type	273,151		121,032		152,119	
	#	%	#	%	#	%
Prepaid Packages	7,550	2.8	2,250	1.9	5,300	3.5
Main Transportation	85,894	31.4	34,520	28.5	51,374	33.8
Local Transportation	6,740	2.5	3,845	3.2	2,894	1.9
Accommodation	29,091	10.6	11,618	9.6	17,473	11.5
Food and Beverage	62,145	22.8	36,834	30.4	25,311	16.6
Recreation/Entertainment	22,901	8.4	9,967	8.2	12,933	8.5
Other Items	25,417	9.3	12,297	10.2	13,119	8.6
Un-itemized Expenditures	33,413	12.2	9,698	8.0	23,715	15.6
		100.0		100.0		100.0

Transportation (both main and local) alone accounts for 33.9% of total Saskatchewan expenditure for all trips, and this proportion is slightly higher for trips outside the province than for intra-provincial trips. Expenditures on food and beverage and on main transportation, each are about 30% of total expenditures for trips to destinations in Saskatchewan. The small contribution of accommodation expenditures to total expenditures is likely due to the high incidence of accommodation with friends and relatives.

2. Regional Expenditures

To provide estimates of expenditure for each region, it is necessary to have allocation rules for the various types of expenditures; whether the trip was a same-day or overnight trip, and whether the trip was a Saskatchewan trip or to a destination outside the province. These rules are set out in detail in the Technical Appendix. While quite complex in their application, they are necessarily approximations. For example, with automobile expenditure, the cost was allocated to the region of origin if a same-day trip, and proportioned according to nights spent in different regions if an overnight trip. With food and beverage, the expenditure was assigned on the basis of where nights were spent, except for same-day trips, which were allocated to the region of main destination.

The West Central region received the largest amount of tourism revenue in the third quarter of 1983 ($27,179 million). This was followed by the Saskatoon region ($25,567 million) and the East Central region ($21,177 million). The lowest amount of tourism revenue went to Regina ($9,307 million).

Total Expenditure in Saskatchewan ($ Thousands)

Origin	Destination Region 1	2	3	4	5	6	7	Total
Region 1 (Southwestern)	3,280	3,408	492	2,061	5,175	1,894	2,604	18,914
Region 2 (Southeastern)	147	1,514	655	3,018	662	2,427	401	8,824
Region 3 (East central)	302	44	4,591	3,625	4,877	89	579	14,107
Region 4 (West central)	1,506	410	1,662	6,096	7,411	3,227	2,790	23,102
Region 5 (Saskatoon)	587	2,354	9,297	8,267	289	1,615	6,638	29,047
Region 6 (Regina)	6,071	3,224	545	2,859	5,825	55	529	19,108
Region 7 (Northern)	0	0	3,935	1,253	1,328	0	0	6,516
Total	11,893	10,954	21,177	27,179	25,567	9,307	13,541	119,618
	%	%	%	%	%	%	%	%
Region 1 (Southwestern)	27.6	31.1	2.3	7.6	20.2	20.3	19.2	15.8
Region 2 (Southeastern)	1.2	13.8	3.1	11.1	2.6	26.1	3.0	7.4
Region 3 (East central)	2.6	0.4	21.7	13.4	19.1	0.9	4.3	11.8
Region 4 (West central)	12.7	3.8	7.8	22.4	29.0	34.7	20.6	19.3
Region 5 (Saskatoon)	4.9	21.5	43.9	30.4	1.1	17.4	49.0	24.3
Region 6 (Regina)	51.0	29.4	2.6	10.5	22.8	0.6	3.9	16.0
Region 7 (Northern)	0.0	0.0	18.6	4.6	5.2	0.0	0.0	5.44
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

3. Expenditure by Length of Stay--Trips to All Destinations

The following table indicates that same-day travellers from Saskatchewan account for only a very small proportion of total expenditures (4.0%). Overnight travellers, on the other hand, account for more than their share of expenditures.

	All Destinations	
	Trips	Expenditures
	%	%
Length of Stay		
Same Day	14.6	4.0
One or More Nights	85.4	96.0
Total	100.0	100.0
Total Trips (Thousands)	1,430	
Expenditure (Thousands of Current $)		$273,151

4. Inter-Regional Expenditures

The only real patterns which can be discerned regarding the origin of expenditures made in each of the regions are:

-- the greatest proportion of expenditures in three of the regions (West Central, Regina, and Northern) are made by Saskatoon travellers;
-- travellers from the Northern region are almost consistently responsible for the lowest proportion of expenditures in the north and in the other regions

If expenditure by a region's own residents is excluded, expenditure in each of the regions by outside residents appears as follows:

	Percentages of Expenditure in Region by Non-Residents
Region 1 (Southwestern)	72.4
Region 2 (Southwestern)	86.2
Region 3 (West Central)	78.3
Region 4 (East Central)	77.6
Region 5 (Saskatoon)	98.9
Region 6 (Regina)	96.4
Region 7 (Northern)	100.0

5. Expenditure by Main Trip Purpose--All Destinations

According to survey findings, visiting friends and relatives and business account for disproportionately smaller shares of expenditure by Saskatchewan travellers than their proportion of total trips would indicate. In the case of business trips, this may be explained in part by the short duration of stay at destination. For VFR travellers, reduced accommodation costs are a factor. Saskatchewan pleasure travellers account for a higher proportion of expenditures than total trips, and this is to be expected.

The distribution of expenditure by type consistently shows transportation to constitute the main proportion of expense followed by food and beverage. This is true for all types of trips, though the relative weights of these two types of expenditure vary somewhat:

- food and beverage expenditures are just over one-fifth of total trip expenditures for VFR, pleasure, and business travellers, but given the difference in the length of stay, business travellers pay considerably more per person for their food and beverage services;

- among the three major types of travellers (business, VFR, and pleasure), VFR travellers spend the smallest proportion of their total trip expenditure on accommodation (8.3%);

	All Destinations	
	Trips	Expenditure
	%	%
Main Purpose		
Business	11.5	7.8
Visiting Friends and Relatives	28.2	21.4
Pleasure	51.0	63.9
Other	9.3	6.9
Total	100.0	100.0
Total Trips (Thousands)	1,430	
Expenditure (Thousands of Current $)		$273,151

(See Detailed Table 90)

	Percentage Expenditure on Various Services			
Expenditure on:	Business	VFR	Pleasure	Other
	%	%	%	%
Main Transport	34.1	34.5	30.0	30.5
Local Transport	0.8	2.8	2.9	0.7
Accommodation	14.7	8.3	10.8	13.5
Food and Beverage	21.7	23.3	22.9	27.6
Recreation/Entertainment	4.7	9.0	9.2	5.7
Other	13.2	8.3	8.8	12.8
Un-itemized Expenditures*	10.8	13.8	15.4	9.2
	100.0	100.0	100.0	100.0

* Calculated as difference between average total expenditure per trip and total average expenditures for 7 expenditure types.

6. Expenditures by Distance Travelled--All Destinations

Although trips under 200 miles constituted 62.9% of total trips by Saskatchewan residents in the third quarter of 1983, they generated only 32.7% of total estimated tourist expenditures. Predicably only those trips averaging more than 500 miles generate disproportionately larger shares of expenditure. It appears that the longer the trip, the greater the difference between total expenditure and number of trips as proportions of provincial totals.

	All Destinations	
	Trips	Expenditure
	%	%
Distance Travelled		
50 to 99 miles	28.1	11.5
100 to 199 miles	34.8	21.2
200 to 499 miles	23.5	25.4
500 to 999 miles	7.4	13.3
1000 to 1400 miles	2.4	7.5
Over 1400 miles	3.8	21.1
Total	100.0	100.0
Total Trips (Thousands)	1,418	
Expenditure (Thousands of Current $)		$269,542

7. Average Trip Expenditures

The following averages are influenced by distance travelled, duration of trip, and, particularly in the category of main transport, by location of destination outside the province or the country.

The average expenditure per trip to all destinations by Saskatchewan residents in the third quarter of 1983 was $191.

a) By Type

The following table details the itemized average expenditures:

Average Expenditure Per Trip by Saskatchewan Residents

	All Destinations	
	$	%
Type of Expenditure		
Main Transport	60	31.4
Local Transport	5	2.6
Accommodation	20	10.5
Food and Beverage	43	22.5
Recreation/Entertainment	16	8.4
Other	18	9.4
Unitemized Expenditure	29	15.2
	191	100.0

* Calculated difference between average total expenditure per trip and total average expenditures for 7 expenditure types.

b) By Length of Stay, Main Purpose and Distance Travelled

The following averages pertain to total trips (1,430) to all destinations, and the total expenditure on these trips ($273,151,000).

	Average Expenditure per Trip -- All Destinations
	$
Length of Stay	
Same Day	53.00
One or More Nights	214.30
Main Purpose	
Visiting Friends or Relatives	145.00
Business	129.00
Pleasure	240.00
Other	141.00
Distance	
50 to 99 miles	78.00
100 to 199 miles	116.00
200 to 499 miles	205.00
500 to 999 miles	342.00
1000 to 1400 miles	591.00
Over 1400 miles	1,048.00

F. PERCEPTIONS OF SASKATCHEWAN

1. Saskatchewan's Attributes

In order to gain some understanding of the perceptions travellers have of Saskatchewan as a trip destination, respondents were asked about eleven specific attributes. For each, they were asked if Saskatchewan was better than, about the same or not as good as other vacation destinations. It should be noted that the proportions of respondents answering "Don't know" to these items ranged from 9% to 28% of persons taking one or more trips in the twelve months preceding the survey.

Those attributes for which Saskatchewan is rated best include: parks/outdoor recreation, wilderness area activities, and value for vacation money. Another attribute of relative strength (i.e. where the percentage of respondents who rate it "better" outweighs the percentage who rate it "not as good") is hospitality services. Attributes with the highest negative rating include city sight seeing and night life. The other attributes for which Saskatchewan's "not so good" rating is higher than the "better" rating are festivals/special events and restaurants.

Perception of Saskatchewan's Attributes

Rating By Travellers During Oct. '82 to Sept. '83

Attributes	Better	Same	Not as Good	Don't Know
	%	%	%	%
Hospitality Services	17.5	65.7	7.0	9.9
City Sightseeing	6.8	42.3	33.9	17.0
Rural Sightseeing	17.0	46.5	23.8	12.6
Parks/Outdoor Recreation	23.3	47.6	15.1	14.0
Historical Sites/ Museums	14.0	45.0	18.8	22.2
Hotels	6.2	63.6	8.2	22.0
Restaurants	8.4	66.3	14.0	11.3
Festivals/ Special Events	9.5	45.6	17.5	27.4
Night Life	5.4	37.6	29.4	27.6
Wilderness Area Activities	24.6	39.5	13.2	22.7
Value for Vacation Money	20.1	59.4	9.7	10.8

2. Importance of Ten Specific Attributes

In order to obtain information on the relative importance of specific attributes (facilities, activities, etc.) in choosing a vacation, respondents were asked to rate each one on a five-point scale, ranging from 5 for 'Very important' to 1 for 'Not at all important'.

As shown in the table following, hospitality services rank above all others with a mean rating of 4.22. Restaurants and parks/outdoor recreation share second place followed by rural sightseeing and hotels. City sightseeing/festivals/special events and night life received the lowest average ratings.

	Mean Rating for Ten Attributes*
Hospitality Services	4.22
Restaurants	3.91
Parks/Outdoor Recreation	3.91
Hotels	3.52
Rural Sightseeing	3.42
Wilderness area activities	3.34
Historical sites/museums	3.29
Festivals/Special events	3.10
City sightseeing	3.07
Night Life	3.01

* Based on a scale of 5:1 and excluding "Don't know".

In summary, Saskatchewan residents evidently see their province favourably relative to other destinations as a place for parks/outdoor recreation activities and hospitality services. Further they indicate that these are important attributes in their selection of a vacation destination. These attitudinal findings are further reinforced by the behavioural data on activity participation within the province which were discussed earlier in the report.

In assessing Saskatchewan's weak image among its own residents with respect to urban based activities and facilities such as city sightseeing and night life, it should be noted that these appear to be of relatively little importance in comparison to other attributes.

TECHNICAL APPENDICES

I Map of 7 Provincial Travel Regions

II Definitions

III Technical Report

A. The Sample

B. Data Collection

C. The Estimation of Trips

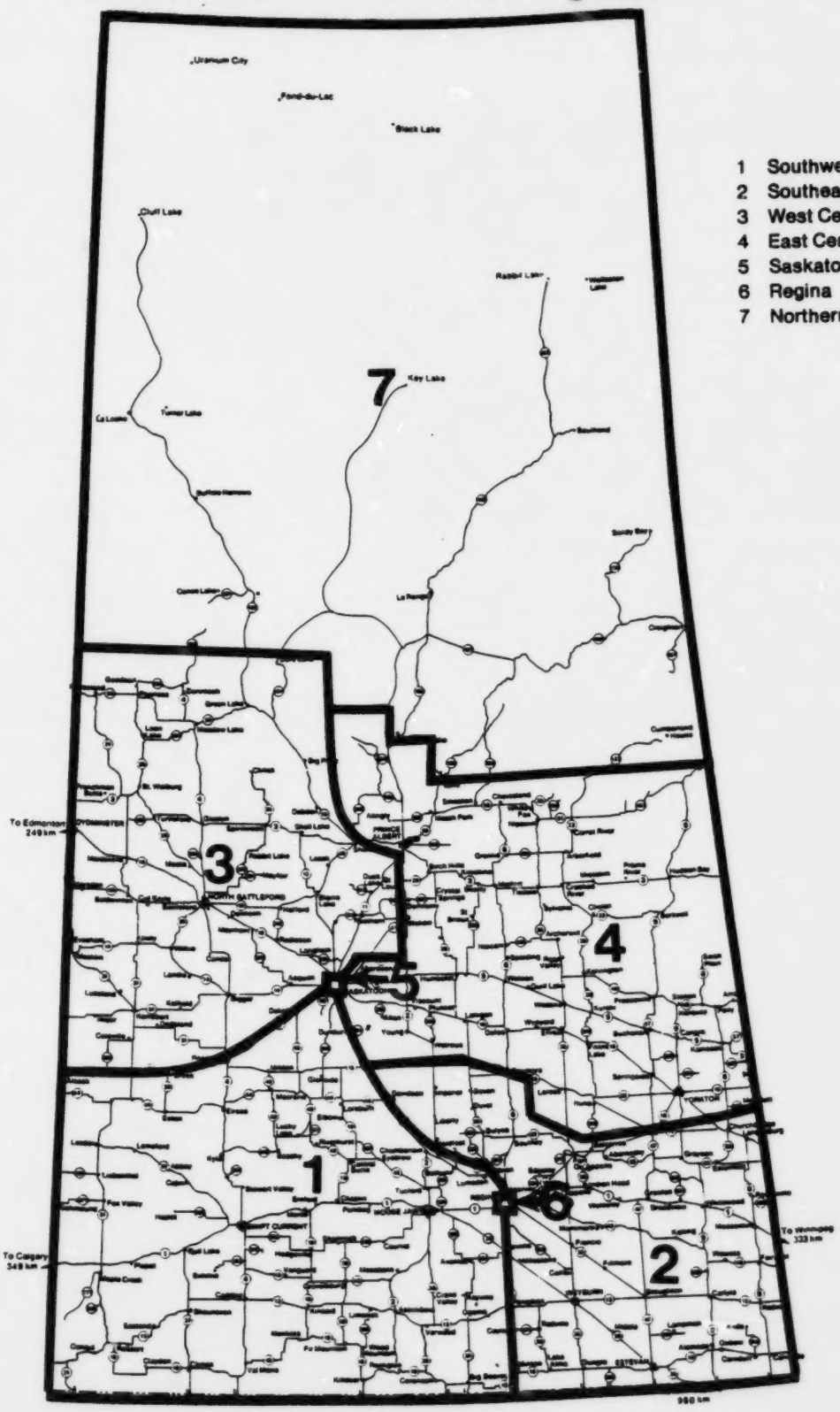
D. Expenditure Allocation

IV Variance Estimates

APPENDIX I

MAP OF 7 TRAVEL REGIONS

Saskatchewan Tourism Regions



1. MEASUREMENT OF TRAVEL

1. Person-Trip

A trip of 50 miles (80 k.) or more (one way) away from home taken by one person, either singly or with other members of the same household. If the respondent reported that he/she was accompanied by two other people from the same household, the trip counts as three person trips.

2. Person-Night

A night spent by a person on a trip of 50 miles or more away from home, for example, if two persons take a trip involving three nights away from home, this counts as six person nights.

3. Trip (Household)

A trip of 50 miles (80 k.) or more (one way) away from home taken by one or more persons from the same household. Expenditures are reported only by the respondent for any given trip, that is, he/she reports only those expenditures for which he/she is personally responsible. Therefore, expenditure are related only to the unit of household trips not to total person trips.

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APPENDIX II

DEFINITIONS

APPENDIX III

TECHNICAL REPORT

A. THE SAMPLE

1. Universe

Information was required on the travel behaviour of the total population of Saskatchewan. According to the 1981 Census, this is 968,313 individuals residing in 332,700 households.

2. Target Population

The target population for the survey consisted of all Saskatchewan residents (excluding those in institutions) 15 years of age and over. Information on trips taken by children under 15 years of age was to be obtained from the target population.

3. Time Frame

Data was required on residents' travel behaviour for a period of four months, June through September, 1983. In order to use a recall period of 3 months, the survey was designed to include two waves of interviewing. The first interviewing period (September sample) to ask about travel in June, July and August, the second (October) for a reference period of July, August and September.

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4. Sample Design

Two replicated samples of 2,000 telephone listings were prepared. Each replicate was divided into four subsamples of 500 listings for allocation in each of the two interviewing periods.

Each replicate and subsample was distributed proportionately across the seven provincial regions. Where appropriate (in regions with more than one community size), the sample was stratified by urban and rural subgroups. The table following shows the distribution of the subsamples across the regions:

	1981 Census Population Distribution (968,310)	Distribution of Each Sub-sample Selected (500)	
	%	#	%
Region 1	15	74	15
2	14	68	14
3	13	68	14
4	21	106	21
5	17	86	17
6	17	85	17
7	3	13	3

5. Sample Selection Procedures

The procedure used in drawing the samples of telephone numbers was as follows:

- Listing of the populations (cities, towns, villages, rural municipalities) within the seven designated areas from the 1981 Census data. The listing was prepared by division from east to west;

- Proportionate allocation of the sample size across the regions;

- Random selection of replicated samples of telephone listings from area telephone directories (for Regions 1, 2, 3, 4 and 7) and use of the RDD (random digit dialing) telephone book plus one method for the listings for Reg-ons 5 and 6 (Saskatoon and Regina).

For the two large urban travel areas, samples of numbers were systematically selected from the telephone directories. These numbers were then modified (by raising the last digit of the selected number) to allow unlisted numbers and new listings a chance to be included. Records of Call were prepared in Canadian Facts Head Office Sampling Department for each listing selected.

6. Selection of Respondent

Information was required on trip taking by individuals. The telephone lists were used as a basis for contacting households. Within each household contacted, an attempt was made to list all individuals 15 years of age and over. One of these individuals was selected at random in each household for interviewing. Up to five calls were made to each number allocated for interviewing in order to contact the household, obtain the listing and complete an interview with the selected respondent. The results of each attempt were recorded on the Record of Call.

7. Sample Allocation

As noted above, four replicated subsamples of 500 listings each were prepared for each time sample. Allocation of the sub-samples for interviewing was controlled so that each sub-sample was exhausted, that is, could not yield any additional completions, before the next was allocated. As shown in the table below, only two sub-samples were required for Regions 1, 2, 3, 4 and 7 in each of the two interviewing periods, the September and October samples. In Regions 5 (Saskatoon) and 6 (Regina) where completion rates were lower than in the other predominantly rural areas, a third sub-sample was used.

	September Sub-Samples			October Sub-Samples		
	1	2	3	1	2	3
	#	#	#	#	#	#
Allocation (including average)	519	521	135	524	518	43
Interviews	244	255	42	243	260	13

Sample Disposition (after up to 5 calls)

	Total		Sept.		Oct.	
Total Allocation	2,347		1,222		1,125	
	#	%	#	%	#	%
No ring/Not in service	299	13	176	15	123	11
No answer/busy	164	7	77	6	87	8
Initial refusal	522	22	251	21	271	24
Refused listing	70	3	35	3	35	3
Language problem	50	2	25	2	25	2
Respondent not available	45	2	25	2	20	2
Respondent refusal	114	5	65	5	49	4
Termination	55	2	29	2	26	2
Completion	1,028	44	539	44	489	44
Total Household Contacts	1,884		969		915	
	#	%	#	%	#	%
No listing	642	34	311	32	331	36
Obtained listing	1,242	66	658	68	584	64
Total Listings	1,242		658		584	
	#	%	#	%	#	%
Completed interview	1,028	83	539	82	489	84
Non-completion	214	17	119	18	95	16

B. DATA COLLECTION

1. Prior to the main study, a pre-test was conducted from the Regina CLT. The Head Office field supervisor attended the pre-test and conducted personal briefing sessions in each CLT centre.

All interviewing was conducted under supervision from Canadian Facts permanent CLT (Central Location Telephone) interviewing facilities in Saskatoon and Regina. Interviewing of the September sample was conducted between September 29, 1983 and October 18, 1983. The October sample was interviewed between October 17, 1983 and November 1, 1983. Supervisors maintained daily tallies of completions. Weekly progress reports detailing the results of the sample allocation for each region were sent to the Department.

The regions interviewed from each CLT were as follows:

From	Regina		Saskatoon
Regions	1	Regions	3
	2		4
	6		5
			7

C. THE ESTIMATION OF TRIPS

To provide an unbiased estimate of trips it is necessary to:

- ensure that the sample is a good representation of the universe (weighting);
- project that sample to the actual population (projection);
- correct for the unbalanced nature of the data collection over time (estimating model);

Each is described below.

WEIGHTING THE DATA

1. HOUSEHOLD WEIGHTING

The first stage of sampling was at the household level. Therefore the sample of households where there was an interview taken was compared with the actual household distribution. This was done on two criteria:

a) Number of Adults on the Household;

b) Distribution over the seven sub-areas;

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a) Household Size

Each sample of individuals (September and October interviewing) was weighted to reflect the correct household size distributions. Below is the 1981 Census distribution of households and the weights applied to the two samples.

	Census 1981	Sept. Sample			Oct. Sample		
No. of People	%	Actual	Wt.	Result	Actual	Wt.	Result
One	22.4	103	1.087	112	102	1.098	112
Two	30.0	151	.993	150	153	.980	150
Three+	47.6	285	.835	238	234	1.017	238
		539		500	489		500

b) Area Weighting

The samples, after Household Size Weighting, were compared with the household distributions of the seven sub-areas.

		Census		Sept. Sample			Oct. Sample		
		Actual	%	Actual	Wt.	Result	Actual	Wt.	Result
Area	1	48,120	14.46	76	1.021	72	72	.987	72
	2	42,316	12.72	88	.789	64	78	.797	64
	3	43,980	13.22	67	1.065	66	62	1.043	66
	4	72,804	21.88	113	1.041	109	100	1.077	109
	5	60,970	18.33	89	1.105	92	96	.928	92
	6	58,690	17.64	95	1.000	88	74	1.159	88
	7	5,820	1.75	11	.853	9	7	1.235	9
Total		332,700		539		500	489		500

2. PERSON WEIGHTS

a) Household Selection Weights

Within each household, one adult was selected randomly from the total number of people eligible to interview. This means that a respondent's probability of being interviewed is dependent on the number of people in the household. To correct for this design feature, the inverse of the selection probability was applied.

H/H Size	Wt.
1	1
2	2
3	3
4	4
5	5
6+	6

b) Adjustment for Age with Sex

The final stage of weighting was to adjust the samples to the known age within sex matrix. Each sample was weighted to a target of 500 weighted respondents having the same age and sex composition as the Census.

	Census		Sept. Sample		Oct. Sample	
	Men	Women	Men	Women	Men	Women
15-34	23.1	22.4	.93	.74	1.15	.88
35-54	13.1	12.9	1.15	.99	1.08	1.28
55+	13.1	14.5	1.19	.89	1.13	.84

The Census data show the percentage of people in each cell. The weights are shown that when applied to the September and October samples bring the data to that distribution.

3. PROJECTIONS TO POPULATION

After the above weighting stages, we have two samples that have been adjusted to a common 500 weighted respondents that asked the adult population of the universe sampled. Combining the samples, we have 1,000 weighted respondents.

The Statistics Canada estimates of the population of Saskatchewan (15+ years) is 750,400. The projection factor for each weighted respondent is 750.4. However, as the computer tabulations are shown in 1,000's, the actual factor use was 0.7504.

4. ESTIMATING MODEL

Trip estimates are required for particular periods - individual months, quarters or four months. There are different effective samples for different months because the October sample does not include June trips and the September sample does not include September trips.

To account for the missing data, the respondents and trip data for the existing months of June and September were physically replicated. This gives the following data:

	Samples				
	Sept.	Oct.	Phantom Sept.	Phantom Oct.	Total
Months					
June	500		500		1,000
July	500	500			1,000
Aug.	500	500			1,000
Sept.		500		500	1,000

As the Projection Factor was calculated assuming a 1,000 weighted respondent sample, the trip estimates for any single month are correct, although the associated standard errors for June and September are those based on 500 not 1,000 respondents. Also all estimates of trips for any other period will be correct.

This leads to the following rules when creating tabulations.

a) Analyses using trips or expenditures as the analysis unit will be correct as tabulated;

b) Means calculated by dividing trips by respondents require an adjustment to allow for the fact that there are two many 'respondents' as the base.

   i) For quarterly data, the calculated mean is multiplied by 1.5 to allow for their being 1,500 'respondents' but the data on trips is the equivalent of that from 1,000 respondents;

   ii) For four months data, the multiplier is 2.

   These adjustments are applied as raw weights.

c) For analysis based on people (respondents), the data are weighted by: 0.5 if two months data
   0.6617 if three months data

D. EXPENDITURE ALLOCATION

1. The primary purpose of the expenditure data collected was to estimate the revenue that accrues during qualifying trips to Saskatchewan vis ā vis other destinations. The trips recorded were of many different types.

   - Trips with Saskatchewan

   - Trips with main destinations outside of Saskatchewan

   - Overnight or same-day trips

   - Trips with stops in more than one region

2. The allocation of expenditure for different types of trips followed similar procedures to those for the CTS (Canadian Travel Survey). Those rules provide for the disaggregation of expenditures made on prepared packages to their main constituent elements and an allocation of expenditures made or interprovincial trips to the main areas of receipt.

3. Expenditures reported by respondents as prepaid packages were disaggregated by type of expenditure for unpackaged same-day trips. Similarly prepaid packages on trips involving one or more nights away from home, were disaggregated by type of expenditure for unpackaged trips of one or more nights, excluding those for which the purpose was visiting friends and relatives.

4. Where "Don't Know" or "Not Stated" was reported, values were assigned as follows:

   a) Expenditure reported on various items but no specific amount per item;

      The average dollars per item for similar trips was calculated and assigned to the item not stated;

   b) No expenditure data was reported.

      The average dollar value for similar trips was assigned;

c) Total expenditure reported but not itemization given (includes trips in b) above);

A model of similar trips was created where dollars are itemized and the unitemized dollars were distributed according to the percentages in the model.

APPENDIX IV

VARIANCE ESTIMATES

VARIANCE ESTIMATES

The reported statistics for the period from July to September are computed from 3 samples, namely the September sample, October sample and the phantom sample. The September sample contains information for July and August. The October sample provides all three months' information. The phantom sample is a duplicate of the September data from the October sample. The estimated variances for the reported statistics are computed by the formula defined in this appendix.

Define the following variables.

J_i = Characteristic in the month of July estimated by the i-th sample.

A_i = Characteristic in the month of August estimated by the i-th sample.

S_i = Characteristic in the month of September estimated by the i-th sample.

Var = Variance for the parameter of interest.

Cov = Covariance for the parameters of interest.

n = Sample size.

i = 1, 2 and 3 to represent the three samples respectively.

Since the size for the samples does not vary by a great amount, the adjusted constant sample size is used to simplify the formula. Therefore, the estimated variance of a particular characteristic in the population is:

$$\text{Variance} = (\text{Projection factor})^2 \times \Big[n(\text{Var}(J_1) + \text{Var}(A_1) + \text{Var}(J_2) + \text{Var}(A_2) + 3\,\text{Var}(S_2)) + 2n\,(\text{Cov}(J_1A_1) + \text{Cov}(J_2A_2) + 2\,\text{Cov}(J_2S_2) + 2\,\text{Cov}(A_2S_2))\Big]$$

The 95% confidence limit is computed by multiplying the square root of the variance by two.

SAMPLING TOLERANCE

	ESTIMATES ('000)	95% CONFIDENCE LIMITS ABSOLUTE ('000)	%
PERSON TRIPS			
MAIN DESTINATION:			
ALL DESTINATIONS	2,386	±324.1	± 13.6
TOTAL SASKATCHEWAN	1,779	±276.8	± 15.6
SASK. REGION 1	166	± 64.6	± 38.9
SASK. REGION 2	178	± 65.9	± 37.0
SASK. REGION 3	444	±153.8	± 34.6
SASK. REGION 4	485	±146.7	± 30.2
SASK. REGION 5	230	± 68.5	± 29.8
SASK. REGION 6	141	± 47.1	± 33.4
SASK. REGION 7	90	± 46.2	± 51.3
TOTAL EX. SASKATCHEWAN	607	±108.9	± 17.9
OTHER CANADA	507	± 89.3	± 17.6
EX. CANADA	100	± 62.1	± 62.1

SAMPLING TOLERANCE

	ESTIMATES ('000)	95% CONFIDENCE LIMITS ABSOLUTE ('000)	%
PERSON NIGHTS			
MAIN DESTINATION:			
ALL DESTINATIONS	9,517	±1086.2	± 11.4
TOTAL SASKATCHEWAN	4,983	± 856.3	± 17.2
SASK. REGION 1	537	± 253.0	± 47.1
SASK. REGION 2	577	± 280.0	± 48.5
SASK. REGION 3	1,160	± 411.9	± 35.5
SASK. REGION 4	1,527	± 481.2	± 31.5
SASK. REGION 5	398	± 133.5	± 33.5
SASK. REGION 6	213	± 98.5	± 46.2
SASK. REGION 7	463	± 254.4	± 54.9
TOTAL EX. SASKATCHEWAN	4,534	± 666.3	± 14.7
OTHER CANADA	3,740	± 602.8	± 16.1
EX. CANADA	794	± 284.0	± 35.8

	ESTIMATES ('000)	95% CONFIDENCE LIMITS ABSOLUTE ('000)	%
TOTAL PERSON TRIPS			
PARTY SIZE--ALL DESTINATIONS			
1 PERSON	367	± 77.3	± 21.1
2 PERSONS	566	±104.5	± 18.4
3 PERSONS	280	± 84.2	± 30.1
4 PERSONS	584	±151.1	± 25.9
5 PERSONS	360	±162.8	± 45.2
6-8 PERSONS	230	N.A	N.A
PARTY SIZE--SASKATCHEWAN DESTINATION*			
1 PERSON	241	± 77.2	± 32.0
2 PERSONS	429	± 91.0	± 21.2
3 PERSONS	215	± 73.8	± 34.3
4 PERSONS	477	±136.5	± 28.6
5 PERSONS	257	±137.5	± 53.5
6-8 PERSONS	160	N.A	N.A

* Variances are estimated by pro-rating.

N.A The error range is too wide suggesting this estimate is not statistically reliable.

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	ESTIMATES ('000)	95% CONFIDENCE LIMITS ABSOLUTE ('000)	%
TOTAL PERSON TRIPS			
MAIN PURPOSE--ALL DESTINATIONS			
BUSINESS	264	±124.6	± 47.2
V.F.R.	649	±118.5	± 18.3
OTHER	1,473	±223.5	± 15.2
MAIN PURPOSE--SASKATCHEWAN DESTINATION*			
BUSINESS	231	±116.5	± 50.4
V.F.R.	434	± 96.9	± 22.3
OTHER	1,138	±196.5	± 17.3

	ESTIMATES ('000)	95% CONFIDENCE LIMITS ABSOLUTE ('000)	%
TOTAL PERSON TRIPS			
DISTANCE--ALL DESTINATIONS			
50 - 199 MILES	1587	±291.5	± 18.4
200 - 499 MILES	478	± 78.4	± 16.4
500 - 999 MILES	175	± 39.6	± 22.6
1000 + MILES	133	± 30.4	± 22.9
DISTANCE--SASKATCHEWAN DESTINATION*			
50 - 199 MILES	1453	±278.9	± 19.2
200 - 499 MILES	296	± 61.7	± 20.8
500 - 999 MILES	25	± 17.2	± 68.7

SAMPLING TOLERANCE

	ESTIMATES ('000)	95% CONFIDENCE LIMITS ABSOLUTE ('000)	%
EXPENDITURE			
MAIN DESTINATION:			
ALL DESTINATIONS	273,151	± 33,594	± 12.3
TOTAL SASKATCHEWAN	121,032	± 16,508	± 13.6
SASK. REGION 1	11,894	± 8,849	± 74.4
SASK. REGION 2	10,955	± 4,806	± 43.9
SASK. REGION 3	21,177	± 8,324	± 39.3
SASK. REGION 4	27,179	± 10,431	± 38.4
SASK. REGION 5	25,567	± 10,578	± 41.4
SASK. REGION 6	9,308	± 3,782	± 40.6
SASK. REGION 7	13,541	± 8,678	± 64.1
TOTAL EX. SASKATCHEWAN	152,199	± 19,378	± 12.7